WYBOROWA VODKA

Properties list:
update
end-user packaging
alcohols and spirits
bottle
glass and ceramics
minimal
transparent
translucent
identity by typography
single product

A concept from Hamish Smyth, a student at RMIT (Melbourne, Australia).

"Label re-design using only typograpy for Polish Vodka brand Wyborowa. My concept uses hand drawn typography - referencing traditional Polish graphic design which featured lots of handmade type.

The clarity of the vodka is its main feature, which is emphasised by having the story of the Vodka?s origin on the back of the bottle. The viewer peers through the product to read the st ory. When viewed on an angle the viewer gets an interesting warped optical effect whilst isolating the products name on the front of the bottle."

Reference: http://www.hamishsmyth.com/index.php?/recent/wyborowa-vodka/

Credits:

Country: Australia
School: RMIT University (Melbourne, Australia)

Student: Hamish Smyth

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/379

Other images:

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/379